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Canada

Promotion Opportunities

July 4 Features North Carolina Cuisine 2000

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Report Highlights:

The gala July 4th event hosted by U.S. Ambassador Gordon Giffin in Ottawa, featuring the state of North Carolina, provided a unique opportunity to showcase U.S. food and beverages. It was an excellent opportunity to present not only Southern food, particularly North Carolina specialties, but also traditional all-American Fourth of July tastes to the over 5,000 guests.

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Fourth of July, North Carolina Style

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Leading up to the event, Ontario media were invited to a presentation of a typical Southern menu. The Ottawa Citizen prominently featured recipes including: creamy Jack Daniel's shrimp, Southern fried chicken, cheddar cheese grits, tomatoes and okra, black-eyed peas, peach cobbler and peach ice cream. While not all the dishes were served at the party, they whetted Canadian appetites and gave an idea as to what Southern cooking is all about.

On July 4, specialty foods were presented to highlight the agricultural diversity of North Carolina. Two stations showcased cuisine specifically native to North Carolina and was referred to as "a culinary taste trip across the state." This included pork barbecue, coleslaw, Brunswick stew (traditionally made with squirrel, but in this case pulled meat), and corn sticks. Representing coastal North Carolina was blackened tuna, peel your own shrimp, fried oysters, Carolina fried catfish and buttered lima beans.

Traditional down-home Southern cooking was respresented with barbecued ribs, seasoned rice, Casear salad, Southern fried chicken, sweet potato pie, corn on the cob and three-bean salad.

To find out what the Fourth of July tastes like in backyards across America, hamburgers, hotdogs and Gardenburgers were offered. A variety of pastries, including birthday cake, were prepared by the chefs and culinary students at Le Cordon Bleu Culinary Arts Institute in Ottawa. Also offered was ice-cold watermelon, and homemade peach, vanilla and strawberry ice cream, which was made on-site by tractor-powered ice cream makers.

A variety of beverages were presented including beers, wines from North Carolina and California, juices, soft drinks and North Carolina sourced bottled water. Many U.S. beverage companies were sponsors of the occasion.

In addition to the unique regional cuisine, North Carolina performers and state officials joined the festivities, including Governor Hunt of North Carolina. The sounds of Oldies drifted from the bandstand where a beach band, The Embers, played throughout the event. Other attractions included a Cherokee Hoop Dancer, a Motorcycle Hall of Fame member and some of his drag bikes, and a replica of the airplane that took the first-ever manned, powered flight in North Carolina, the Wright Flyer. Guests could take a virtual tour of the beautiful state through a high definition television demonstration.

The United States Marine Corps Color Guard and Canadian Army Color Guard carried out the presentation of colors and there was a performance by the United States Army's 82nd Airborne All-American Chorus. The American and Canadian national anthems were sung by an oustanding quartet from Ashbury College.

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